



City of Fairfax Community Survey

George Mason University

The Center for Social Science Research

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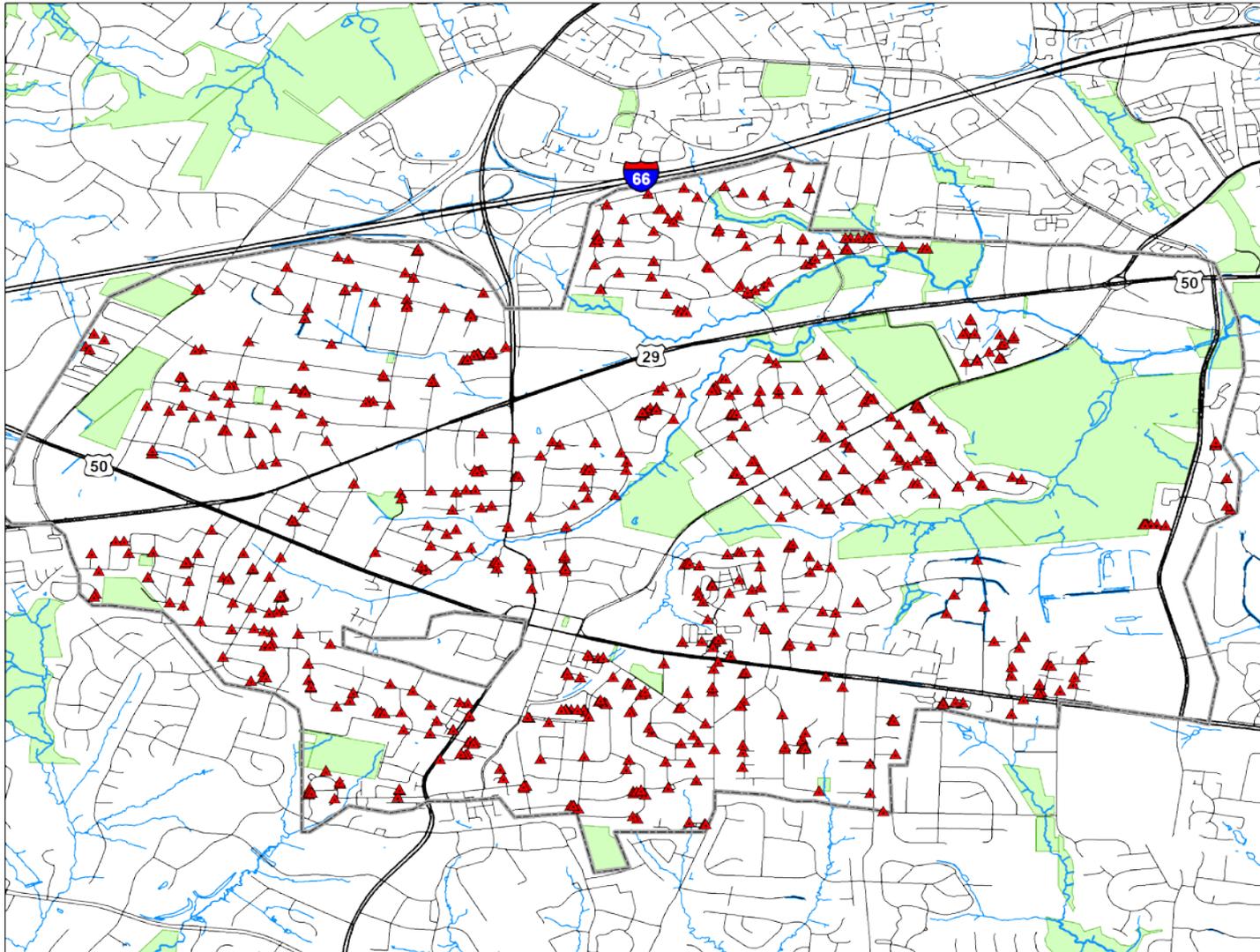
Presentation Outline

- Survey methodology
- Survey topics
 - Housing
 - Land Use and Development
 - Benefits to the Economy in the Next 10-15 Years
 - Environmental Features and New Development
 - Transportation
 - City Services
 - Resident Satisfaction
 - The Comprehensive Plan
- Next Steps

Survey Methodology

- Questionnaire design
- Sampling
 - General sample
 - Targeted sample
- Multi-mode approach
 - Postcards
 - Reminder telephone calls
 - Mail surveys
 - Telephone surveys
- Realized surveys
 - Total sample (N= 869)
 - 90% live in the City
 - 9% live and own a business in the city
 - Only 1% only own business)
 - General sample (N=546, response rate 6.1%)
 - Targeted sample (N=323, response rate 32.3%)
 - Only minor differences between the two samples, can combine

Geographic Distribution of the Sample



Resident Respondent Demographics

Residents type of dwelling unit	
Single family units	91%
Multifamily units	9%
Total	100%
Age of resident respondents	
Under 29	5%
30-39	13%
40-49	18%
50-59	22%
60-69	21%
70-79	16%
80 and above	5%
Total	100%

Number of people in the household	
1 person	19%
2	41%
3	17%
4	15%
5 or more persons	8%
Total	100%
When last moved to City of Fairfax	
In last year	6%
1-5 years ago	18%
6-10 years ago	14%
11-20 years ago	27%
21-30 years ago	14%
More than 30 years ago	20%
Have always lived here	2%
Total	100%

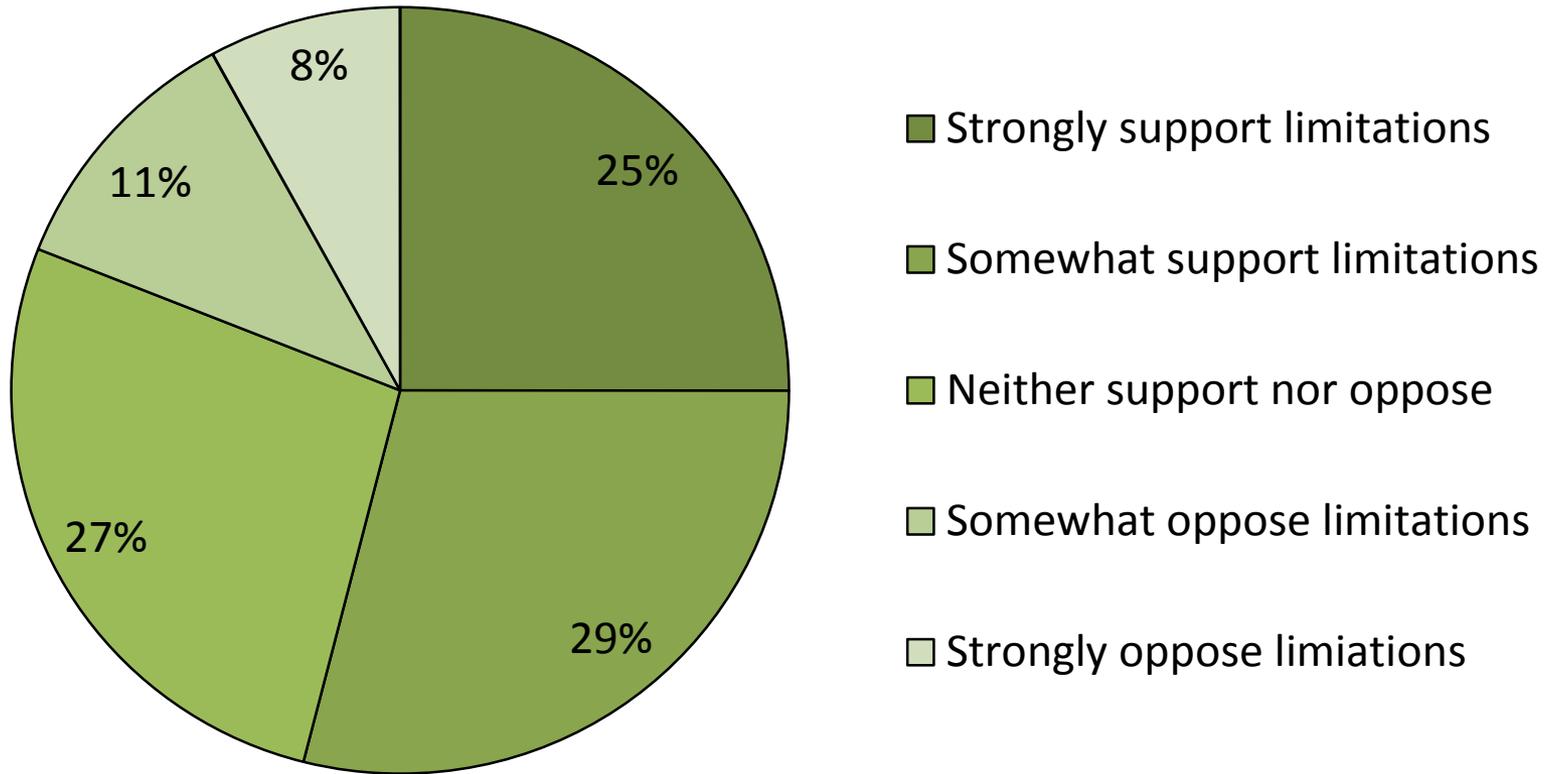
Housing:

Residents Rank the Need for Types of Housing

Type of specialty housing	Most needed (1)	(2)	(3)	Least needed (4)	No answer	Total
Affordable housing	47%	20%	13%	16%	4%	100%
Senior housing	29%	38%	18%	11%	5%	100%
Luxury housing	13%	13%	17%	51%	6%	100%
Student housing	9%	24%	37%	24%	6%	100%

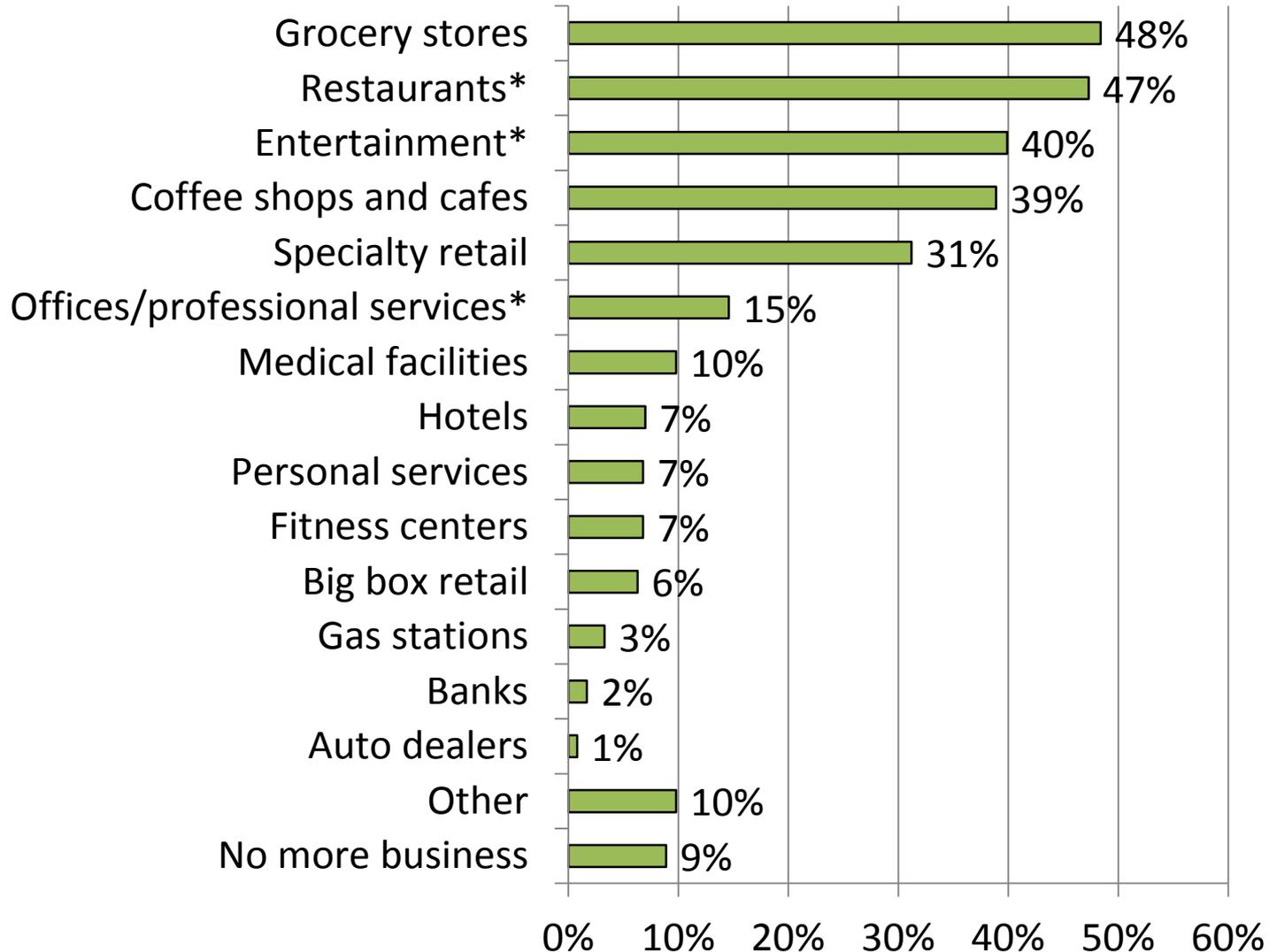
Housing:

Resident opinions regarding limiting the size of houses in their neighborhoods



Land Use and Development:

Types of businesses desired by City residents



Benefits to the Economy in the Next 10-15 Years:

Residents' views on the benefits of types of development for the City Economy

Type of development	Most beneficial (1)	(2)	Least beneficial (3)	No opinion	Total
Improvements to roads, pedestrian or bike facilities	55%	35%	7%	2%	100%
Investments in schools	46%	41%	9%	4%	100%
Investments in parks, trails and recreation facilities	41%	44%	11%	4%	100%
Retention of existing businesses	51%	51%	4%	4%	100%
Recruitment of new businesses	46%	41%	10%	4%	100%
Tax incentives to recruit businesses	30%	38%	22%	11%	100%
Promotion of green businesses and jobs	25%	40%	26%	9%	100%
Construction of apartments	24%	41%	31%	5%	100%
Construction of new single family homes, duplexes or townhomes	19%	44%	30%	7%	100%

Benefits to the Economy in the Next 10-15 Years:

Business owners' views on the benefits of types of development for the City Economy

Type of development	Most beneficial (1)	(2)	Least beneficial (3)	No opinion	Total
Improvements to roads, pedestrian or bike facilities	41% (55%)	49%	7%	2%	100%
Investments in schools	42% (46%)	49%	7%	2%	100%
Investments in parks, trails and recreation facilities	29% (41%)	51%	15%	5%	100%
Retention of existing businesses	57% (51%)	38%	3%	2%	100%
Recruitment of new businesses	44% (46%)	46%	10%	0%	100%
Tax incentives to recruit businesses	30% (30%)	38%	22%	11%	100%
Promotion of green businesses and jobs	23% (25%)	49%	19%	9%	100%
Construction of apartments	27% (24%)	32%	37%	5%	100%
Construction of new single family homes, duplexes or townhomes	28% (19%)	42%	25%	5%	100%

Environmental Features and New Development:

Importance of features the City should encourage or require

Type of environmental feature	Most important				Least important	No answer	Total
	(1)	(2)	(3)	(4)	(5)		
Tree plantings and use of native landscaping	56%	22%	10%	5%	5%	3%	100%
Solar panels and other energy efficiencies	33%	24%	16%	12%	11%	4%	100%
Rain gardens and permeable or pervious pavement	21%	22%	24%	15%	12%	5%	100%
Community gardens and composting stations	20%	23%	21%	16%	17%	4%	100%
Green or vegetated roofs	9%	15%	21%	17%	34%	4%	100%

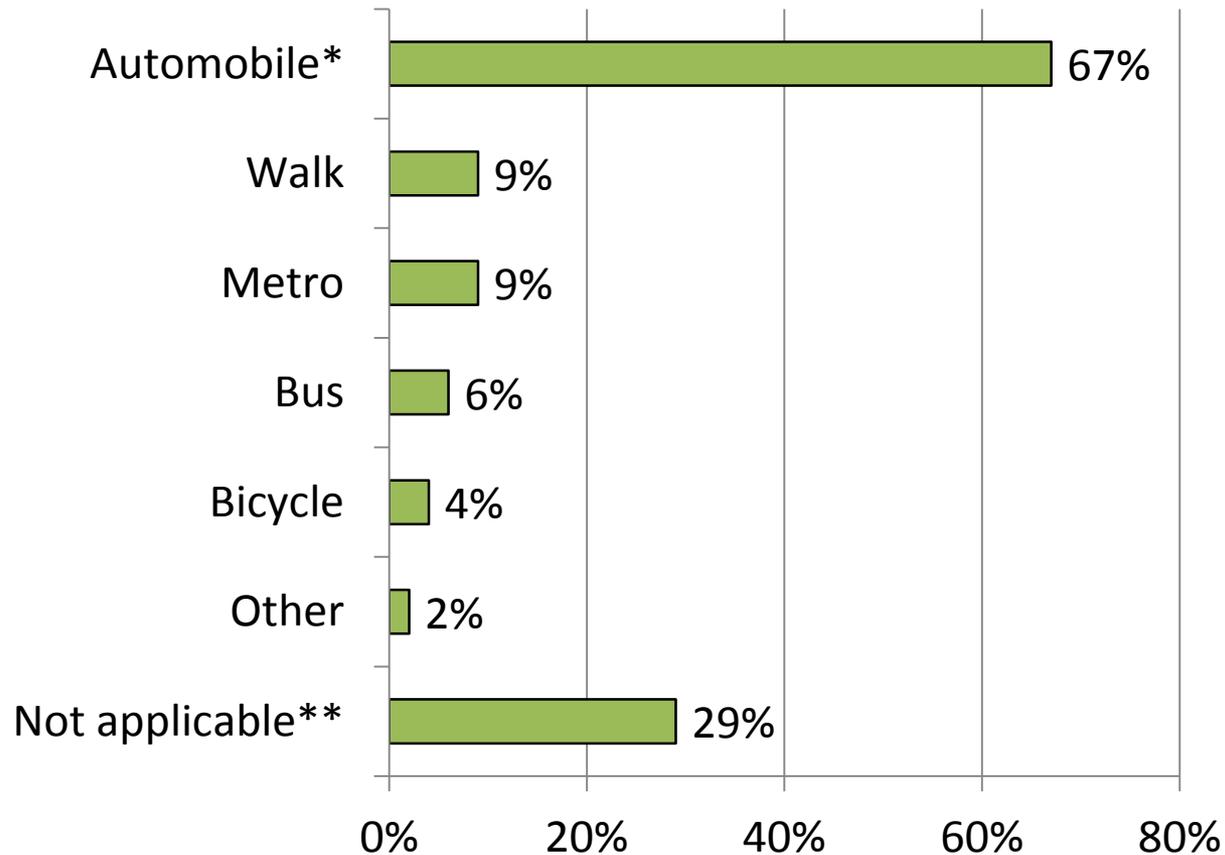
Transportation:

How often do you use the following types of transportation to go to work, school, shopping or for leisure?

Type of transportation	3 or more times per week	1 or 2 times per week	1 or 2 times per month	1 or 2 times per year	Never	Total
Auto	91%	5%	1%	1%	2%	100%
Walk	37%	24%	19%	8%	11%	100%
Public transportation	8%	5%	22%	33%	32%	100%
Bicycle	3%	8%	12%	17%	59%	100%
Other	2%	2%	11%	26%	58%	100%

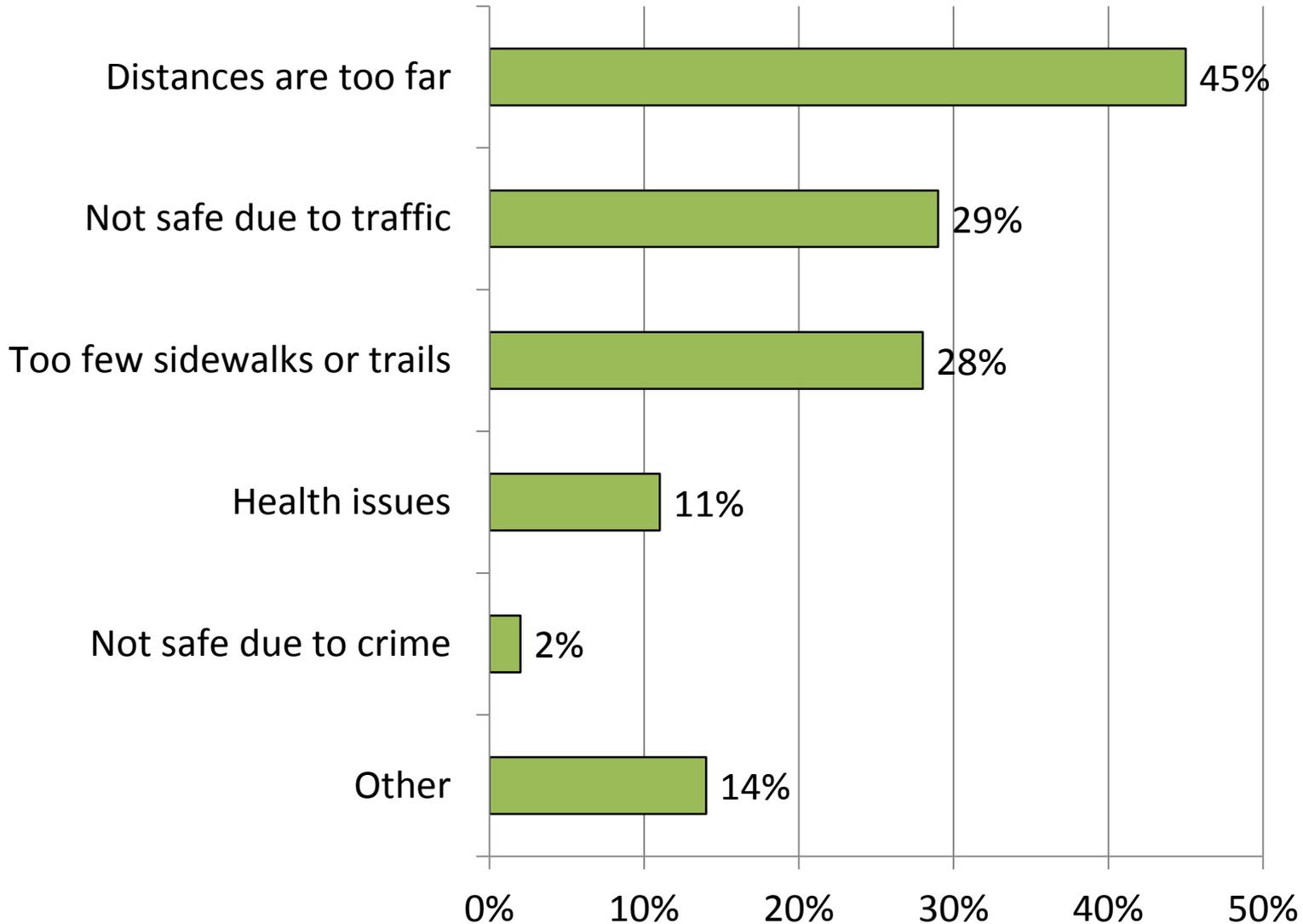
Transportation:

Type of transportation used one or more times per week to commute to work or school (all that apply)



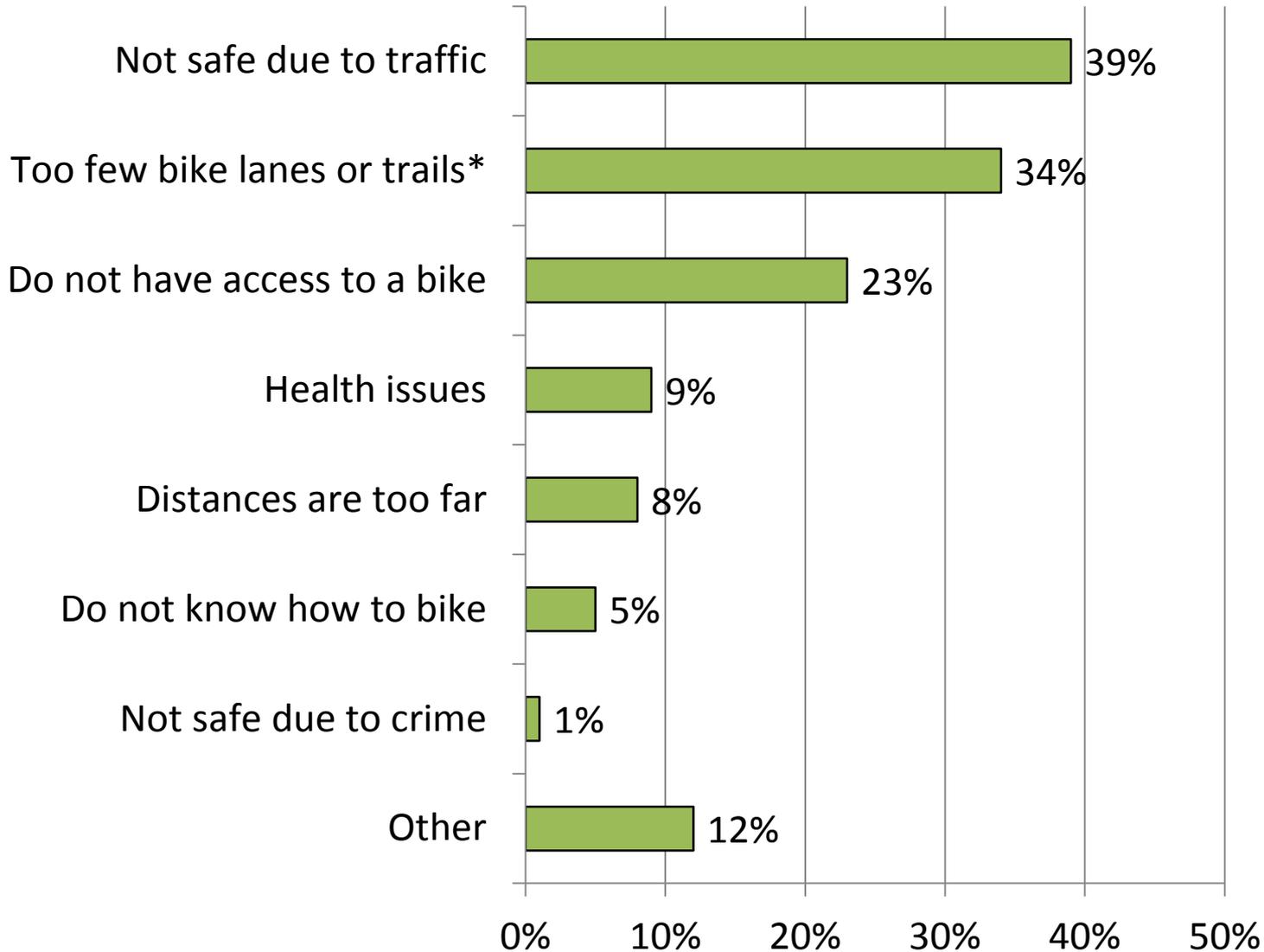
Transportation:

What keeps you from walking more? (all that apply)



Transportation:

What keeps you from **biking** more? (all that apply)



City Services:

Residents' rating of City services

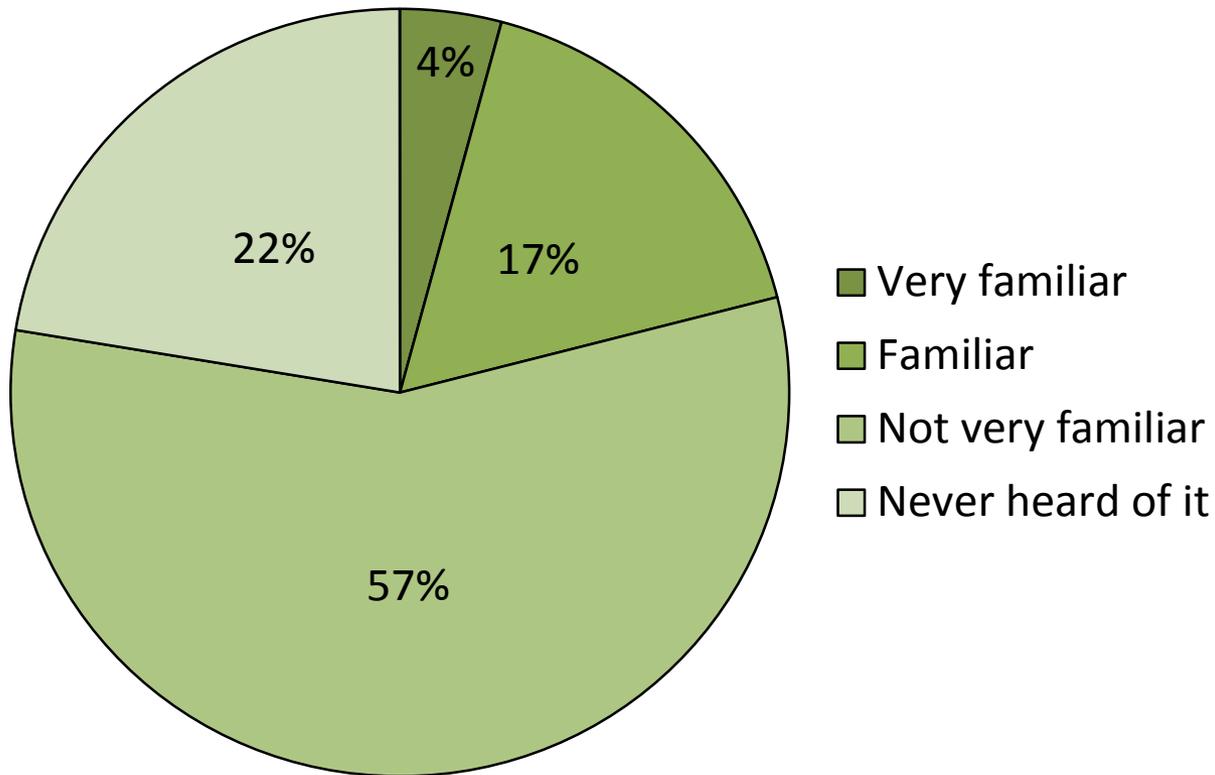
Type of city service	Excellent	Good	Fair	Poor	Not applicable	Total
Building and Zoning	14%	32%	14%	6%	34%	100%
Public safety	61%	30%	4%	1%	4%	100%
Road Maintenance	14%	52%	27%	6%	1%	100%
Trash/recycling/snow removal*	61%	29%	7%	2%	1%	100%

Resident Satisfaction:

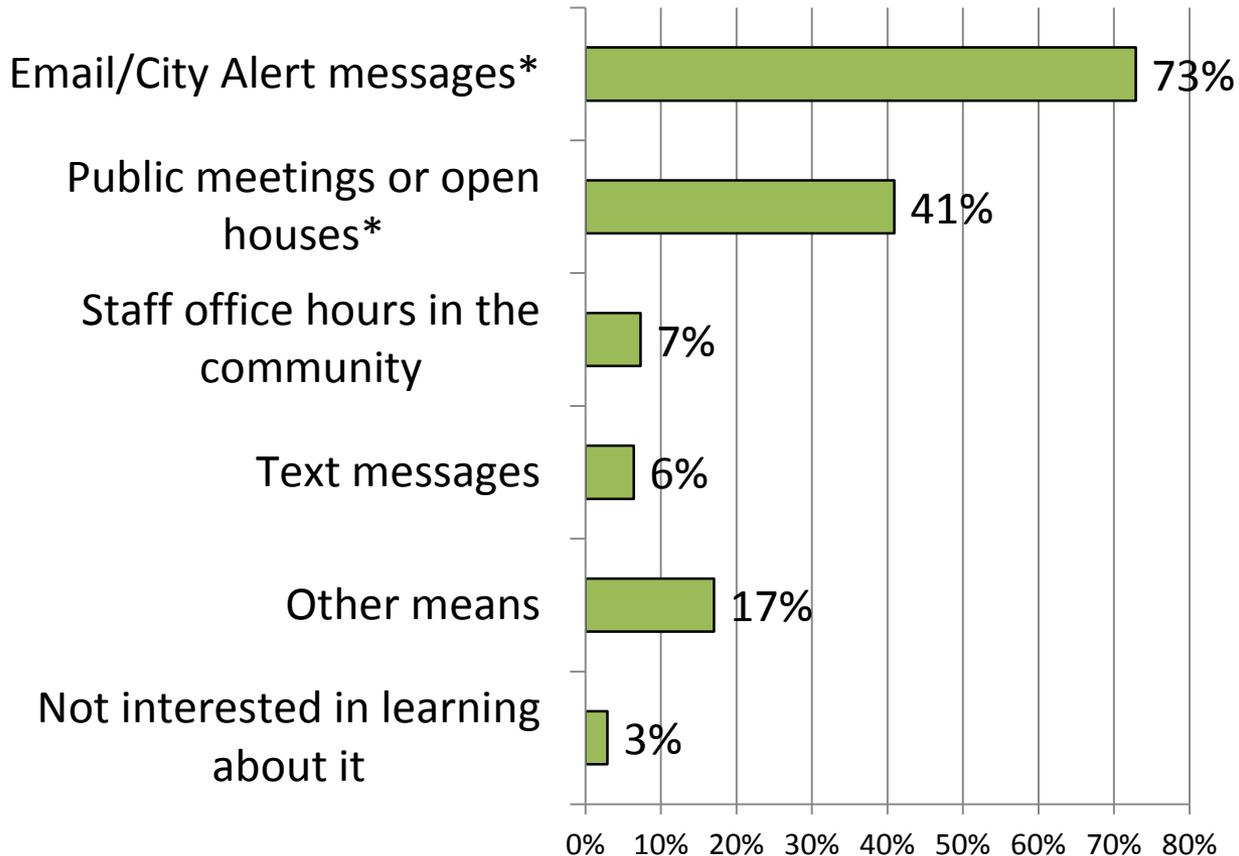
Overall and with different aspects of life in the City

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Not applicable	Total
Overall life in the City	56%	40%	2%	1%	1%	100%
City services	51%	41%	3%	1%	4%	100%
Housing	41%	49%	6%	1%	3%	100%
Transportation	18%	56%	13%	3%	10%	100%
Land use and development	17%	55%	17%	6%	5%	100%

The City of Fairfax Comprehensive Plan: Residents' familiarity with the Comprehensive Plan



The City of Fairfax Comprehensive Plan: Preferred Methods for learning about the Plan



Next Steps